



KVVU TV
25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

CONTRACT

<u>Contract / Revision</u> 485295 /		<u>Alt Order #</u> 06229739
<u>Product</u> CROSSROADS GPS		
<u>Contract Dates</u> 10/30/12 - 11/05/12		<u>Estimate #</u> 780
<u>Advertiser</u> ISS/Cross Roads GPS		<u>Original Date / Revision</u> 11/02/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KVVU	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> TELEREP-PHIL
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 14	KVVU	11/01/12	11/01/12	TMZ	730-8p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---1---				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	TMZ	730-8p	----Th-----	:30		\$675.00	NM		
	See MG 15.2, 15.3											
E 15	KVVU	11/02/12	11/02/12	TMZ	730-8p		:30			NM	2	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	----1--				1	\$675.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	10/29/12-11/04/12	TMZ	730-8p	-----F----	:30		\$675.00	NM		
	See MG 15.2, 15.3											
	2	KVVU	11/05/12-11/05/12	Fox 5 News AM M-F 7a-9a	M-F 7a-9a	M-----	:30		\$700.00	NM		
	Ⓜ MG for 14.1, 15.1											
	3	KVVU	11/05/12-11/05/12	Fox 5 News at 6pm	M-F 6-630pm	M-----	:30		\$650.00	NM		
	Ⓜ MG for 14.1, 15.1											
N 21	KVVU	11/05/12	11/05/12	Fox 5 News at 5	5-530p		:30			NM	1	\$550.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		11/05/12	11/11/12	1-----				1	\$550.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	KVVU	11/05/12-11/11/12	Fox 5 News at 5	5-530p	M-----	:30		\$550.00	NM		
	See MG 21.2											
	2	KVVU	11/05/12-11/05/12	Fox 5 News at 5 MF 530-6p	M-F 530-6p	M-----	:30		\$550.00	NM		
	Ⓜ MG for 21.1 11/05											
Totals											51	\$38,905.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/05/12	51	\$38,905.00	\$33,069.25
Totals	51	\$38,905.00	\$33,069.25

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



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25-TV 5 Drive
Henderson, NV 89014
(702)435-5555

Contract / Revision	Alt Order #
485295 /	06229739

Contract Dates	Product	Estimate #
10/30/12 - 11/05/12	CROSSROADS GPS	780

Advertiser	Original Date / Revision
ISS/Cross Roads GPS	11/02/12 / 11/02/12

Signature: _____ Date: _____

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REP HEADLINE# 6229739 TRF# 485295
\$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 18.08
*** KVVU-TV ***

ADV # ADV. NAME ISS/CROSSROADS GPS REP. # OFF. # 762 SALESMAN #
AGY # AGY. NAME CROSSROADS MEDIA LLC BUYER NAME EMILY MILHOAN

66 CANAL CENTER PLAZA, SUITE 555
ALEXANDRIA, VA 22314
SALES PRSN PH- TERESA DIFURIA

ORDER # CONTRACT # 6229739 CLASS: NATL. LOCAL REGIONAL

PRDCT CROSSROADS GPS EST#780 COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES OCT30/12 NOV5/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE NOV2/12 18.08

REP: OK'D M4
SEE LINE 83
TOTAL SAME
PLS CNF THANKS
NIKKI

STA:

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

CROSSROADS GPS :30

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

AGENCY ADVERTISER CODE = AGENCY EST# = 780
AGENCY PRODUCT CODE =

21	S		500P-530P	30		\$550.00	11/5	11/5	0		MON	0
PROGRAM : AVG. ALL WKS<												
83	A		530P-600P	30		\$550.00	11/5	11/5	1		MON	1
PROGRAM : AVG. ALL WKS<												

ORD COM1: SPOT N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.
THIS IS A MAKE-GOOD FOR NOV5 ON LINE-21 FOR 1 SPOT/WK

REP HEADLINE# 6229739 TRF# 485295
\$\$\$ MOD# 2: UNAPPROVED REV #2 \$\$\$

REP: TEL# 610-293-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!
ORDER WORKSHEET HARRIS REPORT FROM REP NOV2/12 18.08
*** KVVU-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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STATION MAKEGOOD OFFERS:												
M4	OK'D	BUY#21	MISSED: MON/500P-530P				NOV5		30S	\$550.00	(NOV2/12)	
			OFFER: MON/530P-600P				NOV5		30S	\$550.00	PLS ADVISE.	
			CMT: SPOT N/A. SEE MG OFFER. PRE-BOOKED PLS APPROVE.									

NOV/12			38905.00									
CONTRACT TOTAL											38905.00	
TOTAL SPOTS											51	

MARKET TOTALS \$228,852 KVVU 17% KSNV 23% KLAS 39% KTNV 15% KVMY 1% KVCW 2% CABL 0%
KTUD 3%

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE